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1. Purpose of the Policy

This policy defines the scope, eligibility criteria, assessment methods, and general conditions governing the allocation of AHA scholarships for the MBA Hospitality. These scholarships are designed to support high-potential students and alumni, strengthen engagement with the hospitality industry, and generate authentic academic and professional success stories that align with AHA's marketing and brand objectives.

2. Scope

This policy applies to:

1. BA 3rd-year students who are eligible to apply for the AHA MBA in Hospitality & Tourism Management
2. AHA alumni and graduates of American Hotel Academy programmes
3. Applicants who have received or are in the process of receiving an offer of admission to the MBA programme

The scholarships covered in this policy provide tuition advantages ranging from €200 to €400 and are applied directly to the MBA tuition fees upon successful enrollment.

Definition of MBA Programme

For the purpose of this policy, the **MBA in Hospitality** refers to the full academic pathway comprising:


- the Level 7 Postgraduate Executive Diploma in Hospitality & Tourism Management, followed by
- the MBA Top-Up programme, leading to the final MBA qualification.

All scholarships outlined in this policy apply to this combined pathway, unless otherwise specified.

Applicants may apply for multiple scholarships; however, the total combined tuition advantage awarded to a single student per intake, including Early Bird and Referral Program scholarships, must not exceed €600, unless explicitly approved by American Hotel Academy (AHA). Scholarships are competitive, limited in number, and subject to availability per intake.

Scholarships are competitive, limited in number, and subject to availability per intake.

3. General Eligibility Requirements (Applicable to All Scholarships)

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To be considered for any AHA MBA scholarship, applicants must:

1. Apply to and receive an offer (conditional or unconditional) for the **MBA in Hospitality** at American Hotel Academy.
2. Meet the academic and admission requirements of the MBA programme.
3. Submit all required scholarship materials within the announced deadlines.
4. Agree to the use of submitted materials (stories, visuals, testimonials, project summaries) for **AHA marketing and communication purposes**, including website, social media, and promotional campaigns.
5. Enroll in the MBA programme within the intake for which the scholarship is awarded.

4. Scholarship Categories, Eligibility & Assessment Criteria

4.1 AHA Graduate Loyalty Scholarship

Tuition Advantage: €200

Eligibility:

- Open to all American Hotel Academy graduates
- Applicant must receive an offer to study the MBA in Hospitality & Tourism Management

Assessment Method:

- Automatic eligibility upon receiving an official MBA offer
- No separate application required for this type of scholarship

Selection Basis:

- Verification of AHA graduate status
- Admission offer issued by the AHA Admissions Team

4.2 Future Leaders in Hospitality Scholarship


Tuition Advantage: €400

Eligibility:

- All MBA programme applicants
- Demonstrated leadership ambition
- Strong academic results or professional performance in hospitality-related roles

Assessment Materials:

- Updated CV
- Short motivation statement (maximum 300 words)

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Selection Criteria:

- Leadership potential and career ambition
- Academic or professional achievements
- Quality and clarity of motivation

Marketing Use: Motivation statements may be adapted into student stories for AHA's website or social media

4.3 Hospitality Innovator Scholarship

Tuition Advantage: €400

Eligibility:

- All applicants with practical experience in hospitality
- Candidates who have proposed or implemented innovative ideas in areas such as:
 - o Guest experience
 - o Technology and digital solutions
 - o Sustainability
 - o Operational excellence

Assessment Materials:

- One-page concept or innovation story

Selection Criteria:

- Originality and relevance of the innovation
- Practical application or implementation
- Impact on hospitality operations or guest satisfaction

Marketing Use: Approved concepts may be published as innovation case studies or success stories

4.4 Regional Hospitality Development Scholarship


Tuition Advantage: €400

Eligibility:

- Candidates actively contributing to hospitality or tourism development in:
 - o Regional or rural destinations
 - o Seasonal resorts
 - o Emerging or isolated tourism communities

Assessment Materials:

- CV

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- Short written statement or story
- Supporting visuals (photos of destination, projects, or community involvement, if available)

Selection Criteria:

- Demonstrated commitment to regional hospitality development
- Social, economic, or cultural impact
- Alignment with sustainable tourism principles

Marketing Use: Destination stories and visuals may be featured in AHA promotional materials

4.5 Hospitality Brand Ambassador Scholarship

Tuition Advantage: €400

Eligibility:

- Students or alumni actively representing or promoting AHA
- Engagement through:
 - o Industry events or professional forums
 - o Social media and professional networking platforms

Assessment Materials:

- Evidence of online or offline visibility
- Measurable engagement metrics (reach, impressions, interactions)
- Content examples relevant to AHA

Selection Criteria:

- Consistency and professionalism of representation
- Reach and engagement quality
- Alignment with AHA brand values

Ongoing Expectations:


- Continued collaboration with AHA during MBA studies

4.6 Hospitality Entrepreneur Scholarship

Tuition Advantage: €400

Eligibility:

- Current or aspiring hospitality entrepreneurs

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- Candidates planning to apply MBA coursework, projects, or research to their own business ventures

Assessment Materials:

- Business activity or development plan
- Proposed collaboration framework with AHA

Selection Criteria:

- Feasibility and scalability of the business idea
- Integration of MBA learning outcomes
- Commitment to visibility and progress tracking

Marketing Use: Business development stories may be shared jointly by AHA and the entrepreneur.

4.7 Family Hospitality Business Successor Scholarship

Tuition Advantage: €400

Eligibility:

- Next-generation leaders of family-owned:
 - o Hotels
 - o Restaurants
 - o Tourism or hospitality businesses

Assessment Materials:

- Family business description
- Defined role of the applicant within the business

Selection Criteria:


- Clarity of succession or expansion plan
- Strategic application of MBA concepts
- Long-term impact on business sustainability

Marketing Use: Family business stories may be featured as leadership and succession case studies

5. Detailed Assessment Criteria

Each scholarship is assessed using a standardized scoring framework to ensure transparency and fairness.

Common Assessment Dimensions (where applicable)

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- Relevance to scholarship objective (0–30 points)
- Quality and clarity of submission (0–20 points)
- Impact and practical applicability (0–30 points)
- Alignment with AHA values and MBA learning outcomes (0–20 points)

Minimum recommended score for award consideration: **70/100**

5.1 Assessment Criteria by Scholarship Type

AHA Graduate Loyalty Scholarship

- Verification of AHA graduate status (pass/fail)
- Valid MBA offer issued

Future Leaders in Hospitality Scholarship

- Leadership potential (30%)
- Academic or professional performance (30%)
- Motivation and career clarity (40%)

Hospitality Innovator Scholarship

- Innovation originality (30%)
- Relevance to hospitality challenges (30%)
- Feasibility and implementation evidence (40%)

Regional Hospitality Development Scholarship

- Contribution to regional/seasonal destinations (40%)
- Social, economic or sustainability impact (30%)
- Storytelling quality and evidence (30%)

Hospitality Brand Ambassador Scholarship


- Reach and engagement metrics (40%)
- Content quality and brand alignment (30%)
- Consistency of representation (30%)

Hospitality Entrepreneur Scholarship

- Business idea viability (40%)
- Integration of MBA outcomes (30%)
- Collaboration and visibility plan (30%)

Family Hospitality Business Successor Scholarship

- Strategic role clarity (40%)
- Application of MBA concepts (30%)

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- Long-term succession or growth impact (30%)

6. Application Timeline & Deadlines (October 2026 Intake Only)

To ensure efficient processing of applications and timely communication of decisions, American Hotel Academy applies a rolling review and selection process or both MBA admission and scholarship allocation.

6.1 Application & Review Model

- MBA applications and scholarship applications are reviewed on a rolling basis, as soon as a complete application is submitted.
- Eligible candidates may receive a scholarship offer shortly after review, without waiting for the final deadline.
- Early applications are strongly encouraged, as scholarships may be allocated before the closing date.

6.2 Key Dates & Deadlines


- Opening of MBA & Scholarship Applications: 1 March
- Final Deadline for MBA Application: 30 September (23:59 CET)
- Final Deadline for Scholarship Submission: 15 September (23:59 CET)
- Rolling Scholarship Offers Issued: March – September
- Final Scholarship Decisions Issued By: 20 September
- Enrollment & Tuition Confirmation Deadline: As specified in the MBA offer letter

Applications submitted after 15 September will not be considered for the October intake.

6.3 Early Award & Capacity Management

- Scholarships are awarded until the maximum number per category is reached.
- Once a scholarship category is fully allocated, AHA may:
 - o Place additional qualified candidates on a waiting list, or
 - o Offer an alternative scholarship type, where applicable.

AHA reserves the right to close specific scholarship categories before the final deadline if capacity is reached.

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Late submissions will not be considered.

7. Number of Scholarships Available per Intake

Per October intake, AHA plans to award up to:

- AHA Graduate Loyalty Scholarship: Unlimited (eligible graduates)
- Future Leaders in Hospitality Scholarship: up to 10 awards
- Hospitality Innovator Scholarship: up to 5 awards
- Regional Hospitality Development Scholarship: up to 5 awards
- Hospitality Brand Ambassador Scholarship: up to 5 awards
- Hospitality Entrepreneur Scholarship: up to 3 awards
- Family Hospitality Business Successor Scholarship: up to 3 awards

AHA reserves the right to reallocate unused scholarships across categories.

8. Submission Guidelines & Platform

All scholarship materials must be submitted through:

- [AHA Cluster Application Form](#)

Incomplete or incorrectly labeled submissions may be disqualified.

9. Templates for Assessment Materials

9.1 CV Template (All Relevant Scholarships)

- Personal details
- Education
- Hospitality experience
- Leadership or innovation highlights
- Certifications and achievements

9.2 Motivation Statement Template (Max. 300 Words)


- Career goals in hospitality
- Leadership aspirations
- Why the MBA at AHA
- Expected impact after graduation

9.3 Concept / Innovation Story (1 Page)

- Context and challenge
- Proposed or implemented solution
- Results or expected impact
- Key learnings

9.4 Regional / Destination Story

- Destination overview

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- Applicant involvement
- Development challenges
- Contribution and outcomes

9.5 Business Activity Plan (Entrepreneur Scholarship)

- Business concept overview
- Target market
- Use of MBA projects
- Collaboration and visibility plan

9.6 Family Business Description

- Business background
- Ownership and governance
- Applicant role
- Future vision and strategy

10. Selection & Approval Process

1. Eligibility screening by Admissions Department
2. Academic and professional evaluation by Academic Department (where applicable)
3. Marketing suitability review (where applicable)
4. Final approval by AHA Admission Director

Scholarship offers are conditional upon enrollment and tuition payment deadlines.

11. Offer Validity

- Scholarship offers are valid only for the October 2026 intake
- Offers must be accepted in writing by 30 September
- Failure to enroll will result in automatic withdrawal


12. Tuition Deduction & Financial Conditions

12.1 Scholarship Deduction from Tuition Fees

All scholarships awarded under this policy are applied as **tuition advantages** and are deducted from the **total MBA tuition fee**, not paid out in cash.

The scholarship amount will be deducted **only after**:

- The student has formally accepted the scholarship offer
- The student has completed enrollment for the October intake
- The student has **no outstanding financial debts** toward American Hotel Academy

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AHA reserves the right to suspend or withdraw a scholarship if financial obligations are not met.

12.2 Deduction Timing Based on Payment Method

A. Students Paying Tuition in Installments

- The scholarship amount will be deducted from the **final installment** of the tuition fee
- If the scholarship value exceeds the remaining balance, the deduction will be applied to the immediately preceding installment

B. Students Paying the Full Tuition Amount Upfront

- Students choosing to pay the full tuition fee before scholarship confirmation will:
 - o Either receive an **adjusted invoice** reflecting the scholarship amount, if payment has not yet been processed
 - o Or receive a **credit note** for the scholarship amount, which will be:
 - Deducted from any remaining academic fees, or
 - Offset against future AHA academic services, if applicable

No cash refunds are issued for scholarship amounts.

12.3 Financial Compliance Requirement

Scholarships are conditional upon:

- Full compliance with AHA payment schedules
- No overdue tuition, administrative, or academic-related fees

Students with outstanding debts at the time of scholarship application, award, or enrollment may:

- Have the scholarship placed on hold, or
- Forfeit the scholarship entirely if debts remain unresolved

13. Policy Review

This policy is reviewed annually by the American Hotel Academy Admissions and Marketing departments.